

# Injury Control Occupant Protection

**State of Wisconsin 2006**



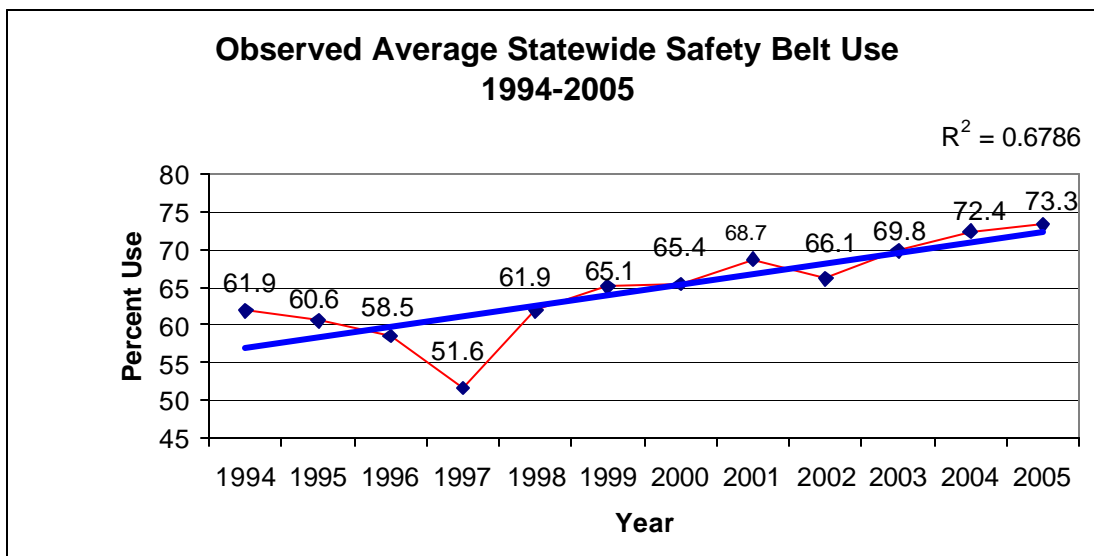
## OCCUPANT PROTECTION PROGRAM PLAN

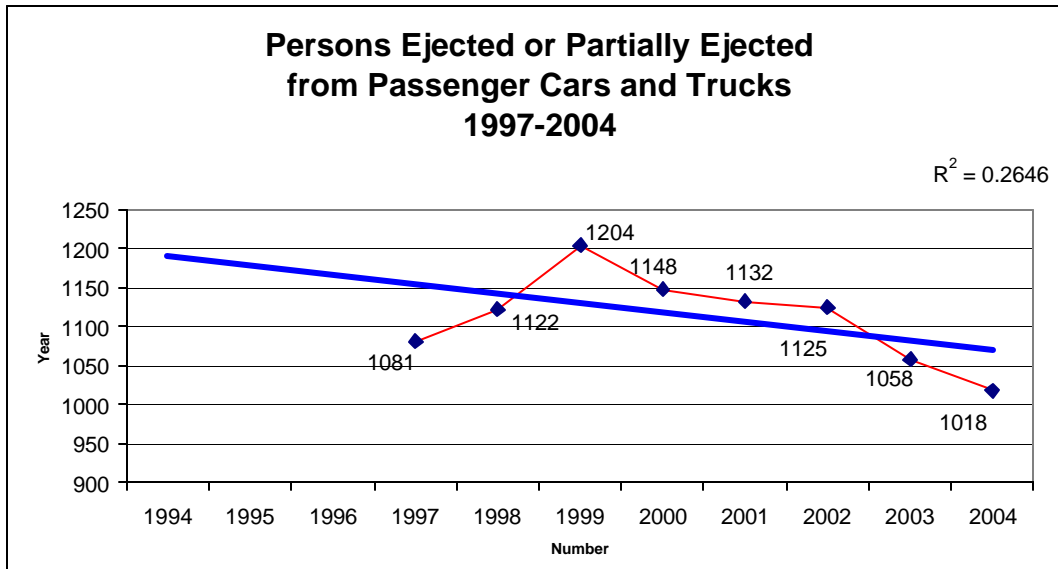


### *Problem Statement/ Program Justification*

In 2000 (base year), Wisconsin's observed average statewide safety belt use was 65.4%, 1,148 persons were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated. In 2004, 82,087 convictions for failure to fasten safety belts and 3,918 convictions for child restraint violations were entered into the driver records.

Using NHTSA's MVS software to determine the impact of percent increases in average belt use on lives saved, we estimate that 244 lives were saved in crashes during 2004. If Wisconsin increases its average statewide safety belt use from 72.4% in 2004 to 76% in 2006, an additional 18 lives will be saved. And if use increases to 81% in 2008, a further 25 lives will be saved. We thus estimate that 287 lives will be saved by belt use in 2008.





**Performance Goals** (1) Encourage consistent safety belt use and correct child passenger safety equipment use for all occupants of motor vehicles on Wisconsin roadways.

(2) Increase statewide average safety belt use to 76% by 2006, 81% by 2008 and 83% by 2010.

#### **Performance Measures**

- Observed statewide average belt use and child safety seat use will increase to 76% in 2006.  
*2000 baseline was 65.4%, 2004 status is 72.4%*
- Percent of killed or A-injured vehicle occupants who were not belted will decrease to 34% in 2006.  
*2000 baseline was 40.5%, 2004 status is 3.5%*
- Number of persons ejected or partially ejected from passenger vehicles will decrease to 980 in 2006.  
*2000 baseline was 1,148, 2004 status is 1,018*
- Number of students certified in the correct installation of child safety seats will increase by 75 in 2006.
- Number of new fitting stations established and follow-up on their activities will increase by 10 in 2006.

## Budget:

| OCCUPANT PROTECTION |                                      |             |       |
|---------------------|--------------------------------------|-------------|-------|
| 06-02-01-OP         | Program Management/Delivery          | \$ 5,000    | 402   |
| 06-02-02-OP         | PI&E                                 | \$150,000   | 402   |
| 06-02-05-PM         | CIOT Paid Media                      | \$250,000   | 402PM |
| 06-02-07-157PM      | CIOT Paid Media                      | \$280,000   | 157PM |
| 06-02-09 IN4        | CIOT Enforcement                     | \$ 20,000   | IN4   |
| 06-02-03-OP         | Enforcement-CIOT Mobilization, Rural | \$320,000   | 402   |
|                     | LEL CIOT Outreach                    | \$175,000   | 402   |
| 06-02-04-OP         | Evaluation – Surveys                 | \$250,000   | 402   |
| 06-02-06-157OP      | Community Activities, Convincer      | \$178,000   | 157OP |
| 06-02-08-J3         | Child Passenger Safety               | \$120,000   | 2003b |
| 06-43-02-DX         | GDL Demonstration                    | \$160,000   | 403   |
|                     | Total 402                            | \$900,000   |       |
|                     | Total IN4                            | \$ 20,000   |       |
|                     | Total 157OP                          | \$458,000   |       |
|                     | Total 2003b                          | \$120,000   |       |
|                     | Total 403                            | \$160,000   |       |
|                     | Program Total                        | \$1,748,000 |       |

## Program Strategies and Activities

### Program Management **\$ 5,000 (402)**

Coordinate, plan and manage the state occupant protection program. DP costs, M&S training and travel, printing and postage.

- Continue to work with and expand the agencies, organizations, and non-profit programs interested in occupant protection and child passenger safety education and training.

### Public Information and Education (Occupant Protection) **\$150,000 (402)**

- Work with partners (WI Child Passenger Safety Association, WI Highway Safety Coordinators Association) to assure information is up to date and meeting our needs
- Revise and update all critical information, including adding Spanish versions as appropriate
- Target information to the correct audiences
- Create state-specific belt media using CIOT message.
- Put information on website to reduce production costs
- Continue working with NHTSA on Graduated Driver License Demonstration Grant and incorporate findings into information campaigns.

**Paid Media****\$480,000**

- Plan and contract for Paid Media for Click-It Or Ticket Mobilization and November Rural Safety Belt Use campaign. \$280,000 402PM  
\$200,000 157PM

**Enforcement****\$515,000**

- Plan statewide participation, encourage voluntary participation and provide overtime funding for the Memorial Day **Click It Or Ticket** enforcement campaign. \$320,000 402  
\$ 20,000 IN4
- Support Law Enforcement Liaison outreach to local enforcement agencies to encourage participation in mobilizations and other safety activities. \$175,000 402

**Evaluation****\$250,000 (402)**

- Contract for CIOT Mobilization pre/post observation and attitude surveys and evaluation. \$175,000 Observation, \$50,000 Opinion, \$25,000 analysis

**Community Activities****\$178,000 (157OP)**

- Develop and support Minority/Diverse Community OP Programs in targeted communities with high minority populations and documented problems, and continued mobile phone reporting \$150,000 157OP
- Convincer Support \$ 28,000 157OP
- Demonstrate use of 'social marketing' as defined by NHTSA to encourage WI youth subject to GDL penalties to increase belt use. \$160,000 403

**Child Passenger Safety****\$120,000 2003(b)**

- Contract for CPS Outreach and Education \$110,000
- Support and Administer CPS Training \$ 5,000
- Grants for New CPS Fitting Stations \$ 5,000

### Belt Use by Region

**Belt use varies by more than 11% across the state.** The Green Bay/Appleton area is highest at 77.6%, and the Wausau/Rhinelander area is lowest at 66.1%.

| Region |                      | Belt Usage<br>2005 (%) |
|--------|----------------------|------------------------|
| 1      | Superior/Northern WI | 70.6                   |
| 2      | Wausau/Rhinelander   | 66.1                   |
| 3      | Green Bay/Appleton   | 77.6                   |
| 4      | Minneapolis/St. Paul | 72.5                   |
| 5      | La Crosse/Eau Claire | 72.1                   |
| 6      | Madison              | 77.1                   |
| 7      | Milwaukee            | 72.1                   |

2005 Safety Belt Use By Wisconsin  
Media Markets

